

Amendments to the Claims:

Please amend claims 1-4 and 6-8 and add new claims 21-28 as follows:

1. (currently amended) A method ~~performed on~~ of managing consumer feedback in an electronic content management system for managing consumer feedback relating to published content, said method comprising:

receiving electronically over an electronic network a feedback message from a consumer regarding published content, wherein said feedback message includes comments regarding the published content;

storing information from said feedback message in an electronic database;

~~sending a response message to said consumer in response to said feedback;~~

determining that said feedback message includes comments regarding published content;

generating an escalation feedback message based at least on the comments regarding published content located in said feedback message; and

~~determining whether escalation of said feedback is needed; and~~

routing said escalation feedback message electronically via an electronic network to an electronic content management system, if escalation is needed, to a personnel responsible for said published content in order to close a communication loop between said content management system personnel responsible for said published content and said consumer.

2. (currently amended) The method according to claim 1, wherein said ~~step of routing~~ said escalation feedback message comprises ~~includes~~ forwarding said escalation feedback message to an originating website.

3. (currently amended) The method according to claim 2, wherein said ~~step of forwarding~~ said escalation feedback message to an originating website includes forwarding said escalation feedback message to a particular section within said originating website.

4. (currently amended) The method according to claim 1, further comprising routing said escalation feedback message to a corporate wide help desk.

5. (currently amended) The method according to claim 1, further comprising monitoring a content accessing activity of said consumer upon receiving said feedback message in order to track a consumption pattern of said consumer.

6. (currently amended) The method according to claim 1, further comprising sending a response message to said consumer in response to said feedback message wherein said response message includes one or more predefined responses that are selected based on said feedback message.

7. (currently amended) The method according to claim 1, further comprising receiving a reply message from said consumer in reply to said response message, and repeating said steps of storing, ~~sending~~, determining, generating, and routing.

8. (currently amended) The method according to claim 1, further comprising opening a ticket including a tracking number for said ticket upon receiving said feedback message, and closing said ticket after said escalation feedback message is routed to said content management system ~~personnel~~.

9-20. (withdrawn).

21. (new) A computer program product for managing consumer feedback relating to published content in an electronic content management system, the computer program product including a computer-readable medium having computer program code embodied therein, the computer program code comprising:

first instructions for receiving electronically over an electronic network a feedback message from a consumer regarding published content, wherein said feedback message includes comments regarding the published content;

second instructions for storing said feedback message in an electronic database;

third instructions for determining that said feedback message includes comments regarding published content;

fourth instructions for generating an escalation feedback message based at least on the comments regarding published content located in said feedback message; and

fifth instructions for routing said escalation feedback message electronically via an electronic network to an electronic content management system, in order to close a communication loop between said content management system and said consumer.

22. (new) The computer program product according to claim 21, wherein said fifth instructions for routing said escalation feedback message comprises forwarding said escalation feedback message to an originating website.

23. (new) The computer program product according to claim 22, wherein said fifth instructions for routing said escalation feedback message comprises forwarding said escalation feedback message to an originating website and forwarding said escalation feedback message to a particular section within said originating website.

24. (new) The computer program product according to claim 21, wherein said fifth instructions further routes said escalation feedback message to a corporate wide help desk.

25. (new) The computer program product according to claim 21, further comprising a sixth instruction for monitoring a content accessing activity of said consumer upon receiving said feedback message in order to track a consumption pattern of said consumer.

26. (new) The computer program product according to claim 21, further comprising seventh instructions for sending a response message to said consumer in response to said feedback message wherein said response message includes one or more predefined responses that are selected based on said feedback message.

27. (new) The computer program product according to claim 21, further comprising eighth instructions for receiving a reply message from said consumer in reply to said response message, and repeating said second through fifth instructions.

28. (new) The computer program product according to claim 21, further comprising ninth instructions for opening a ticket including a tracking number for said ticket upon receiving said feedback message, and closing said ticket after said escalation feedback message is routed to said content management system.